

NOVEMBER 2015

# PPC81

PLUS

- Training: look ahead to 2016
- The only way is ethics
- Rodenticide stewardship
- Time travel
- What code do you live by?

**STOP PRESS!**

**DIP I ACCEPTED BY CRRU! SEE PAGE 9...**

# BACK TO THE FUTURE

What is the shape of things to come in pest control? Find out from our panel of industry leaders...

**BENEFIT UPDATE**



**BPCA**  
British Pest Control Association  
MEMBER

**FREE BUSINESS SHIELD APP FOR APPLE AND ANDROID**



**A quick bite of Glis glis**



**Mystery shopper: Insurances**



**ADR: peace of mind all round**



**Fumigation and IPM**



Professional Pest Controller  
the journal of the UK pest management industry



ISSN 2046-5025





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## Networking events

### PestTech 2015

4 November / National Motorcycle Museum, Solihull, UK

[www.npta.org.uk](http://www.npta.org.uk)

### Parasitec

25-26 November / Istanbul, Turkey

[turquie.parasitec.org](http://turquie.parasitec.org)

## PPC LIVE

16 March 2016 / Peterborough Arena, UK

[www.bpca.org.uk/ppclive](http://www.bpca.org.uk/ppclive)

### BPCA Regional Training Forums

BPCA Regional Training Forums take place around the UK, and are designed to help your business compete, and keep you and your staff up-to-date with the latest news, legislation, products and changes. Upcoming Regional Training Forums:

- Wednesday 11 November / Bristol
- Wednesday 18 November / Glasgow
- Wednesday 9 December / Brighton
- Wednesday 27 January / Scotland
- Wednesday 10 February / Yorkshire
- Wednesday 24 February / Dublin
- Wednesday 11 May / Wales
- Tuesday 24 May / North East

See the full list of dates/venues, and book your place at [www.bpca.org.uk/events](http://www.bpca.org.uk/events)

### ONLINE CPD

BPCA provides at least one article in every issue of PPC as an online CPD quiz. Look out for the

logo on the relevant page, and in the contents list on page 5. At least three points are given for each quiz, and we even pass your results to BASIS for free within a few days. To access this unique benefit, simply join the BPCA Affiliate Scheme via [www.bpca.org.uk/affiliate](http://www.bpca.org.uk/affiliate)

## Online learning

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Online learning		Member cost (exc. VAT)	Non-member (exc. VAT)
Individual modules	Health, Safety and Legislation	£100 per module per year	£150 per module per year
	Invertebrates		
	Vertebrates		
All modules		£300 per year	£450 per year

## Training

BPCA's training courses and examinations are run throughout the year at venues all around the UK. To view BPCA's full training calendar for 2015/16 visit [www.bpca.org.uk/training](http://www.bpca.org.uk/training)

Examinations	2015/16 dates	Venue	Member cost** (exc. VAT)	Non-member** (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management More dates available on the BPCA website	10 November 17 November 8 December 18 December 9 January 26 January 9 February 12 February 23 February	The Players Club, Bristol Campanile Hotel SECC, Glasgow Field Place, West Sussex University of Warwick, Coventry BPCA offices, Derby Scotland and Derby Yorkshire Reading Dublin	£140	£165
BPCA Accredited Technician in Pest Control	24 November 13 January 4 March 6 June	BPCA offices, Derby	£245	£330
BPCA Certificate in Bird Management	14 April 15 November	BPCA offices, Derby	£100	£120
BPCA Certificate of Proficiency in Fumigation	13 October	BPCA offices, Derby	£230	£295
BPCA Certificated Field Biologist	1 December 18 March 12 April	BPCA offices, Derby	£305	£415

Courses	CPD	2015/16 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
Modular Pest Control Course *	38	14 January-12 February 2 June-1 July	Reading BPCA offices, Derby	£755	£955
General Pest Control (residential) *	24	24-29 January 6-11 March 8-13 May	Stafford Stafford North	£920	£1,195
Bed Bug Control	12	6 April 29 September	BPCA offices, Derby	£165	£195
Urban Bird Control and Management	20	14 April 15 November	BPCA offices, Derby	£185	£215
BPCA Fumigation Theory	8	15-18 December 10-13 October 2016	BPCA offices, Derby	£725	£925
Pest Control Awareness	12	22 February 10 November	BPCA offices, Derby	£165	£195
Practical Equipment Usage for Insect Control	12	5 April 29 November	BPCA offices, Derby	£165	£195
Using Rodenticides Safely	12	9 February 23 March	Devon Midlands	£125 (£100 Dip 1 holders)	£165
Level 2 Food Safety	6	17 November 18 January	BPCA offices, Derby	£60	£70
Level 3 Food Safety		2-4 December 11-13 May	BPCA offices, Derby	£350	£450
Using Aluminium Phosphide Safely for the Management of Vertebrate Pests	10	9-10 November 18-19 February 19-20 May 17-18 November	BPCA offices, Derby	£300	£365
BPCA Training Skills Course (leading to Level 3 Award in Education and Training)	8	7-8 January + 1-2 February (4 days) 8-9 September + 6-7 October (4 days)	BPCA offices, Derby	£450	£650
Starting Out in Pest Control	2	5 January 27 April 6 September	BPCA offices, Derby	£165	£195
Profitable Pest Management	2	6 January 28 April 7 September	BPCA offices, Derby	£165	£195
Becoming a Field Biologist	8	25 February 3 November	BPCA offices, Derby	£165	£195
Becoming a Technical Inspector	4	12 January	BPCA offices, Derby	£165	£195
Practical Vertebrate Trapping for Urban Pest Controllers	12	18 May 16 November	BPCA offices, Derby	£165	£195
Practical Equipment Usage for Insect Control	12	5 April 29 November	BPCA offices, Derby	£165	£195

Venue details are provisional and may change, please check the BPCA website before booking.

\* includes RSPH Level 2 exam fee, British Pest Management Manual and six weeks' access to the BPCA Online Learning programme prior to the course.

\*\* the prices shown are 2015 course and exam fees, if you wish to view 2016 prices please go to the BPCA website.

**Book by calling 01332 225 113 or via [www.bpca.org.uk/training](http://www.bpca.org.uk/training)**

BPCA reserves the right to cancel a course if insufficient bookings have been received. Delegates will be offered an alternative date or a full refund of the course fee. BPCA will not be liable for any costs incurred by the delegates.





# Introducing the Bayer Pest Solutions team

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You can also subscribe to receive regular updates from  
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& treatment

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# To the future – and beyond!

In this issue we look into the crystal ball, and ask industry leaders what they think the future holds for pest control. We'll run another of these discussions with clients in a future issue.

On a legislative footing, the Rodenticide Stewardship regime is taking shape, yet questions remain around point of sale and the penalties for illegal sale/use.

September's new Enterprise Bill, according to the new Minister for Small Business, Industry and Enterprise, has three key elements:

**Creation of a Small Business Commissioner** to reduce late payments to small businesses (still a huge problem for members, particularly those in construction). As always, BPCA can offer advice – recently we helped a

member get a large chunk of withheld cash, spurring us on to establish a new tax advice service (see page 8) to boost our existing support.

**Deregulation** plans are afoot to reduce the burden on business by a further £10bn over five years. Great news, but in some ways we'd like UK plc to regulate a bit more. If we had licensing, we'd have a level playing field, and the cowboys wouldn't be able to practice. At least from next year those buying and using rodenticides will need a qualification, and BPCA will continue to lobby to raise the bar. And finally...

**Apprenticeships** i.e. expanding the scheme to create three million more. Our Training Manager, Mandy McCarthy-Ward, offers free guidance, and may even get you some funding to

train a new technician or admin worker.

By the time you read this, the first UK companies will have been put through the CEPA Certified audit process, and our Which? Trusted Traders online. I am really excited to see the fruits of our sector's labour to demonstrate professionalism to clients, including new audits against EN16636. This is a turning point and one which has been a long time coming.

As for BPCA's future, we have a new strategic plan to take us forward to 2018 and beyond (see next issue) coupled with more courses, benefits and services to improve your business and its employees. Your professional association can only continue to grow with your support – my thanks again to our existing membership who make this possible.

**Simon Forrester**  
BPCA chief executive  
simon@bpca.org.uk

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New free app for iOS and Android



**BPCA**  
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**CPD for 2015: 2 points**

BASIS reference: PC/40581/15/g

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# BPCA AUDIT CHANGE

From 1 January 2016 all BPCA Servicing Company Members will be audited against the European Standard for Pest Management Services EN16636. Following unanimous support for the proposal at the Servicing Committee, BPCA has worked with Bureau Veritas, a global certifying body to bring in an independent audit of every member company, every 18 months. We will be the first pest control association in the world to do this.

This will mean that from next year, all paid-up members can say they are 'working towards EN16636' with the backing of both BPCA and an international certification organisation. Once audited, you can tell the world your company has been audited against



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the Standard – a powerful message to clients, putting your business on a level playing field with global pest management companies.

And the cost of this independent audit? Nothing. All BPCA Servicing Members will receive a free pre-audit assessment to help them achieve the audit, then their first day of audit will be paid for, along with the half-day interim audit after 18 months.

The other bonus is, if your business is then asked by a client for an EN16636 certificate, you can simply pay one fee and get yours by post – no need to re-sit another audit! Those wishing to be audited in the first round should complete their annual return form as soon as possible.

## Bins: removing the pest's best friend



We've all seen it: the dirty wheeled bin at the back of the premises that's a magnet for pests. Our advice to clean the bin are met with nods and smiles but nothing gets done, and a few weeks later the pest problem is back, causing unnecessary callouts and cost on what should be a simple contract.

Now there's help available: BPCA has worked with the National Association of Wheeled Bin Washers (NAWBW) to set up an agreement. If you spot a dirty bin, whether contract or domestic, that's causing a problem, simply recommend that your customer calls a professional bin washer to help resolve the pest problem.



NAWBW members are trained professionals, ready to resolve the issue with specialised equipment at minimal environmental risk. Visit the NAWBW website and click on the MemberMap to find a local NAWBW member – introduce yourself and the next time you see a dirty bin, recommend the customer gives your NAWBW contact a call. They can then recommend you when they see a pest problem around the bins – a win-win for you, the bin washer and the client.

[www.nawbw.co.uk](http://www.nawbw.co.uk)

## Members benefit from business referrals

BPCA's consumer search tool is proving to be a great success for BPCA members. Last month Speedy Pest Control received four enquiries which led to about £2,000 worth of business. This year looks to be a bumper year for referrals, with over 68,000 so far, a 24% increase on last year.

If the consumer search facility has generated business for your company, then we would like to hear about your good fortune. You can let us know by contacting Gareth Cleland on [gareth@bpca.org.uk](mailto:gareth@bpca.org.uk)

Not a BPCA Member? If you'd like to get your share of these referrals, find out more at [www.bpca.org.uk/join](http://www.bpca.org.uk/join)

## PPC LIVE

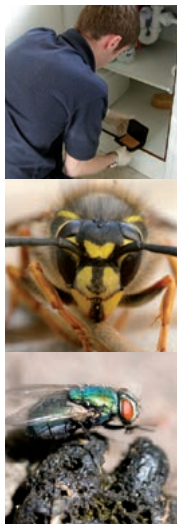
PETERBOROUGH 16 MARCH 2016

Pre-registration for PPC Live 2016 is now open. BPCA's premier one-day pest event is taking place at the Peterborough Arena on Wednesday 16 March 2016.

Over 30 exhibitors are confirmed so far, and BPCA will be running another huge giveaway event for anyone that pre-registers and attends.

Get the date in your diary and make sure to pre-register!

[www.bpca.org.uk/ppclive](http://www.bpca.org.uk/ppclive)



## Are you a registered BASIS PROMPT professional?

PROMPT is an independent industry-recognised register of suitably qualified people who can genuinely claim to be professionals in public health pest control and related activities.

Members make a commitment to lifelong learning Continuing Professional Development (CPD) which all professionals in leading industries are expected to make.

[www.basispestcontrol.co.uk](http://www.basispestcontrol.co.uk)

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## Checkmate to Barretttine

In what seems to be the distributor's ongoing chess game, Barretttine Environmental Health (BEH) moved to a new purpose-built distribution unit round the corner from Barretttine Group HQ in Warmley, Bristol.

Group Managing Director Steve Bailey said, "While we trade in a very competitive and heavily regulated market place, it's very pleasing to report that the business is making great strides forward. This is testament to the Barretttine team which I believe gives excellent support and service to our customers. I would also like to thank all our customers and suppliers for supporting us all these years. We wouldn't have been able to make this move and step up without their support.

To celebrate our move, plans are underway for an open day in the very near future, a further announcement regarding this will be made in due course. In the meantime, with a fully operational trade counter, customers are welcome at any time to pick up an order or to come in for a chat and a coffee."

[www.barretttine.co.uk](http://www.barretttine.co.uk)

## New number for

## BusinessShield

BusinessShield has recently changed its enquiry contact number to **0345 0766 491**. This means costs for calling the new number will be cheaper, charged at the local rate.

Don't miss the new free BusinessShield app, see page 24 for details.

**Which?**  
Trusted trader

## BPCA Members sign up to Which? Trusted Traders

Following the announcement of BPCA's partnership with Which? Trusted Trader, five BPCA members have taken advantage of the discounted offer. Beaver Pest Control LLP; Target Pest Control and Hygiene Services Ltd; Goodwin Pest Management; Rational Pest Control Ltd; and Premier Environmental Ltd have now

become endorsed by Which? Trusted Trader. If you would like to get endorsed as a Which? Trusted Trader to give your business the edge, and save up to £300 per year, then call 0117 981 2921 and quote TT-BPCA. The offer has been extended to the end of 2015, so don't delay!  
See page 12 for more details.



**WILL A  
ROBOT  
TAKE  
YOUR  
JOB?**

According to the BBC's new 'Find my automation risk' tool <http://goo.gl/SNu3Gy> it is calculated that by 2020 it's 73% likely that pest controllers' jobs will be automated – in the top third of careers which might be for the chop. Research from Oxford University shows that there is likelihood that in the next two decades that 35% of current jobs will be automated, with those involving repetitive tasks, squeezing into small spaces or those with little negotiation or creativity, faring worst. As more advanced industrial robots gain improved senses and the ability to manipulate and assemble objects, they will be able to perform complex manual tasks.

Do you agree with this? Comment at [blogalex.wordpress.com](http://blogalex.wordpress.com)



## PEST PREVENTION WEEK

A new chapter begins for BPCA in November when BPCA partners up with the Trussell Trust to present Pest Prevention Week, which runs 9-14 November. BPCA members are encouraged to contact their local food bank to offer pest control advice and support. BPCA Chief Executive Simon Forrester said, "Trussell Trust runs 400+ food banks and distribution centres across the UK, and BPCA members can help to safeguard donations of food." If you'd like to help your local food bank and get some great PR in the process, contact Gareth Cleland [gareth@bpca.org.uk](mailto:gareth@bpca.org.uk) [www.bpca.org.uk/ppweek](http://www.bpca.org.uk/ppweek)

## Peeling at Pelsis

Pelsis has announced the growth of its technical support team with the recruitment of Tim Peeling to cover the south of the UK, and redeployment of Debbie Wilson to cover the North and Midlands. "The strengthening of the technical team means that we can provide greater support to SX Environmental / Edialux customers, in addition to our regional sales team", said Andrew Joy, Sales Manager. As well as guiding customers through changes to product usage, the team will also provide specialist support on particularly challenging pest problems alongside specialist services, including field biology reporting.

Tim joins Pelsis from Prokill, a recent Rentokil acquisition. With over a decade of specialist experience within pest management, Tim says he's hugely excited about his move over to the distribution side of the industry. Sadly Tim will be stepping down as one of BPCA's Executive Board members, but is hoping to continue his marketing work.

[www.sxenv.com](http://www.sxenv.com)

## PPC80 prize winner

Congratulations to Neal Mearns of FCC Recycling (UK) for winning the XL8 Telescopic Lance in our PPC80 prize giveaway. Neal said, "I'm delighted to have won the competition as it's a great prize and a worthy addition to any pest controller's arsenal. I will definitely be making good use of it and would like to thank Lance Lab and BPCA."





# PENALTIES FOR PAYING TAX LATE



Once an Inspector of Taxes and Secretary of the Joint Taxation Committee, Liz Bridge gives PPC readers advice on tax related issues.

Lots of taxpayers face penalties because they pay tax late – especially VAT and PAYE. Sometimes the penalty is huge when payment was only a day late, because penalties are set as fixed percentages on the tax paid late – they are not calculated like interest.

People try to pay 'on the day' or the afternoon before, only to find that their bank has early cut off times for payments to other banks, or will not allow transfers over a certain amount. To ensure you don't get caught out, make sure that you know what the payment restrictions are on your account. Cut off for the transferring of funds can be as early as 3.30pm or there may be a limit that can be transferred.

By knowing your banking limits you will ensure that you won't get caught out.

If you think that you will have difficulty making a tax deadline always phone BEFORE the deadline and ask for time to pay. That way you will not be fined. If you leave it till after the deadline – or find that you cannot transfer the money at the last minute – you will be fined.

If you do have a tax query, do ask for help and contact BPCA Chief Executive Simon Forrester.

## ANNUAL RETURNS: A REMINDER

A quick note to remind members that you are required to complete and send back an annual return form. Please send it back by 27 November so we can keep our records up to date. For more information contact Rachel Eyre on 01332 225 112

## Takeaway Expo a hit for Beaver and BPCA

**TAKEAWAY INNOVATION EXPO 2015**  
BUSINESS GROWTH & ENTREPRENEURSHIP

In September Beaver Pest Control LLP invited BPCA Membership

Manager Kevin Higgins to join them at the Takeaway Innovation Expo, providing pest control advice and support to ambitious takeaway owners from across the UK.

Held at London's ExCel (same venue as PestEx), the event saw 85 free seminars and over 200 exhibitors targeted towards owners and managers wanting to grow and develop their takeaway food businesses.

David Lodge of Beaver appeared on a panel session which provided specialist advice to a packed seminar audience on the subject of "How to clean up your kitchen to achieve a five-star rating."

BPCA will be attending future events of this type. If you'd like to join us at a show to get in front of a new and bigger customer base contact [lauren@bpca.org.uk](mailto:lauren@bpca.org.uk)

## TRAINEES USING RODENTICIDES? NOT FROM 2016!

Following a discussion at the BPCA Servicing Committee, CRRU has agreed to accept the BPCA viewpoint as policy for all users of rodenticides. Therefore any product labels under the UK Rodenticide Stewardship Regime will not allow trainees to buy or handle rodenticide bait. Trainees will be able to continue to carry out all work with the exception of rodent control using 'live' baits. BPCA has produced a guidance note on this topic, available from BPCA's website. [www.thinkwildlife.org](http://www.thinkwildlife.org)

## STOP PRESS!

### Level 2: fit for purpose?

As part of the Training and Education Forum, BPCA is involved in an overhaul of the RSPH/BPCA Level 2 Award/Certificate in Pest Management. Over the next six months we will be taking forward the views of members on how we might improve the quality of those who have taken and passed this industry-standard qualification.

If you have an opinion on this topic, contact Mandy McCarthy-Ward [mandy@bpca.org.uk](mailto:mandy@bpca.org.uk) to give your views.

## Mozambique freed of landmines by rats

17 September 2015 saw the Minister of Foreign Affairs declare Mozambique free of all known landmines. And special thanks went to an unlikely source – rats! A charity called Apopo trained hundreds of giant-pouched rats and their handlers to sniff out landmines before a team removed or destroyed them.

Their work has given more than 2.3 million square metres of land back to the communities, with over 10,000 landmines and more than 50 bombs successfully destroyed.

[www.apopo.org](http://www.apopo.org)

## Rodenticides on farms



Latest figures for Scotland show an overall decrease in rodenticide use on farms, and some worrying trends regarding stewardship. An estimated 113 tonnes of bait was used on arable farms during 2014, all SGARs. Just over half of farms conduct permanent baiting or multiple baiting operations. Of the 87% of arable farms using rodenticides, just over half (57%) outsourced to a professional pest controller. But in terms of bait removal, farmers scored higher, with 69% meeting the CRRU code, yet only 26% of pest controllers do the same. These findings will be taken by BPCA to CRRU to act as a benchmark for improvements under the UK Rodenticide Stewardship Regime.

The Scottish Government has produced a range of surveys of different pesticide uses, available by visiting <http://goo.gl/9Ym0qG>

## NEW RAT SPECIES

In the mountainous region of Indonesia's Sulawesi island, the Hog-nosed shrew rat (*Hyorhinomys stumpkei*) has been discovered and classed as a new genus. Having features never seen before, it has a small mouth, large pink flat pig-like nose, big ears and hind legs. It also has white teeth, unusual in rodents as they often have orange teeth.



Dr Kevin Rowe of Museum Victoria said, "The Hog-nosed rat is exciting for us because it extends the diversity of an already amazing group of rodents found only on the island of Sulawesi." <http://goo.gl/cxLEJB>



**STOP PRESS!**

## Dip I Accepted!

BPCA has lobbied CRRU to agree that any BPCA Diploma I qualifications passed before 2004 are now accepted under the UK Rodenticide Stewardship Regime.

! BPCA needs auditors! See [www.bpca.org.uk/jobs](http://www.bpca.org.uk/jobs)

! Don't forget: annual returns due back by 27 November

! Safe Use of Rodenticide course – online version now available! See [www.bpca.org.uk/training](http://www.bpca.org.uk/training)

## Mastermind for Mayho!

On Friday 23 October Bob Mayho, Principal Policy Officer for CIEH appeared on BBC's Mastermind with a chosen subject of the Western films of John Ford. Find out how he fared via BBC iPlayer.



## New PPM website to showcase Syngenta products

A new dedicated website for Syngenta Professional Pest Management now gives customers easy access to important information and advice on how to get the best possible results from the company's pest control products.

Just one click gives instant answers to controlling key pests, using world leading products such as Demand CS, Advion and Talon product ranges.

The resources include product labels and

relevant information, as well as the safety data sheets for professional pest controllers to complete control solutions safely and effectively.

Syngenta PPM Manager for UK and Ireland, Daniel Lightfoot, said: "Our comprehensive range of insecticides and rodenticides for use in residential and commercial premises helps professionals get the job done first time with minimum disruption to normal routines."

[www.syngentappm.com](http://www.syngentappm.com)

## Products news in brief

### Phostoxin label changes

From 30 September 2015 an additional authorisation number (MAPP17001) will need to be added to the label of all aluminium phosphide products (MAPP number 15974) together with some supplementary information relating to the use of this product. This will be done by means of an additional tag or label. Both labels will then in effect form a new combined label that will reflect the results of new evaluations from more than one EU regulation which must be complied with.

Distributors currently holding stock of aluminium phosphide have been sent new label tags which have been manufactured so that one can be attached to the neck of each flask so as to update its label.

This is an interim arrangement which will be superseded once newly labelled stock is available which will incorporate all of the information now presented on the tags.

When this happens the new stock with the updated label will be clearly identified as such, and it will not then require any additional labelling.

Additional requirements are applicable to agricultural and horticultural uses:

- Dosage rates have been reviewed
- Crops must not be planted for at least seven days after a treatment
- This product must not be used in burrows within 10m of surface waters or ditches
- Water voles are protected under the Wildlife and Countryside Act 1981 and aluminium phosphide must not be used in their burrows or any water systems where there is evidence of current vole activity.

If you need further information please email [info@ramps-uk.org](mailto:info@ramps-uk.org)

**REMEMBER:**  
ALWAYS READ THE LABEL AND  
INSTRUCTIONS BEFORE USING  
ANY PEST CONTROL PRODUCT

### Permost CS

Hockley International launched a new high strength microencapsulated insecticide containing permethrin which is effective against various flying and crawling insects and has a long residual activity of up to 60 days. It can be used as a barrier application in and around buildings, such as surface spray, as space spray (ULV) and for cold or hot fogging.

Very effective against crawling insects such as ants, beetles, bed bugs, cockroaches, darkling beetle, earwigs, fleas (adults and larvae), hide beetle, silverfish, ticks and red mites. Also, flying insects such as flies, mosquitoes, clothes moths and warehouse food moths. Storehouse pests such as grain weevil, red grain beetle, saw-toothed beetle and flour beetle. Contains permethrin 25.5%.

[www.hockley.co.uk](http://www.hockley.co.uk)



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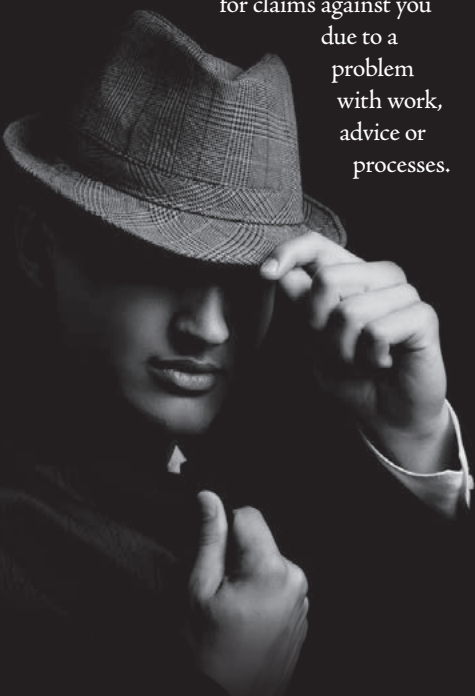
# MYSTERY SHOPPER: Insurances

One of the most crucial but often misunderstood business expenses is insurance. A recent straw poll of ten pest control companies indicated most were unable to justify the levels of insurance they hold, and few could explain what their policies actually covered. Understanding and sourcing the insurance cover your company needs can be a time-consuming and daunting prospect.

When sourcing a quote to get the right cover, the insurer should ask a number of questions about your business practice. Over and above the standard work of a pest management company, you might use firearms or naked flames, your staff may work at height or underground – these answers will affect the premium you pay.

As our table shows (right), there's a range of quotes given by the six companies. Three companies provided extra options on public liability insurance, though for clarity we've stuck with the £5million as stated above. In terms of price, Cliverton is the quote that stands out at £275 per year, with Towergate Insurance providing the most expensive at £1,421. But is cheaper actually better? Legal expenses cover is provided by each with exception of Cliverton, but only Bradshaw Bennett and Jelf Group stated to what level. Only Bradshaw Bennett provides £500K of professional indemnity cover as standard. Again, you may not think you need PI cover

but it can provide protection for claims against you due to a problem with work, advice or processes.



BPCA Marketing and Communications Officer Gareth Cleland went undercover to 'mystery shop' pest control insurance, and to discover if cheaper is actually better.

Excess on claims was required by all companies with the exception of Bradshaw Bennett, which only required an excess for financial loss claims.

Direct debit options were offered by all companies, but buyer beware: if you want to spread the cost, the APR charges ranged from 8% by Cliverton to 25.10% by Towergate.

All six companies matched up well with the standard provision of policy cover offered, however the broader policy details differ greatly and Bradshaw Bennett did offer efficacy as standard cover. Working at height cover stops at ten metres for Jelf (so keep a tape measure handy when carrying out wasp work!) while Bradshaw Bennett offers no restrictions to working at height. Tradesman Insure and Bradshaw Bennett were the only companies to cover for work carried out at depths, with no restrictions under the Bradshaw Bennett policy offer – vital for some specialist pesties. Cliverton and Bradshaw Bennett provide working in hazardous locations as a standard policy cover along with use of firearms and birds, with no restrictions under Bradshaw Bennett's policy – these would significantly increase the cost of some other policies.

Use of naked flames for treatment are excluded by all except Bradshaw Bennett, while personal accident, property and business goods was covered by Towergate Insurance.

Three companies give as standard some cover for property and business goods, though it's important to check the levels provided as they may not cover pricier bits of kit, or exclude specific items like tablets or smartphones.

Interestingly, none of the six offer a discount for holding a trade association membership, but Bradshaw Bennett does offer additional, wider cover for BPCA members. One company that does offer a discount is William Fountain, but he declined to offer a quote once he sussed we were 'mystery shopping!'

No two companies offer like-for-like quotes, but our assessment indicates Cliverton appears to offer the quote for the best price.

However, when you breakdown the limits of liability, it shows that Cliverton's liability limits are lower than the other policies liability limits. For example, public liability

## HOW THE MYSTERY SHOPPER WORKED

A fake pest control company (GC Pest Control) was set up, and seven insurance companies were contacted to source quotes. The criteria used were:

- Standard pest control activities (rats, mice, wasps etc.)
- No specialist work or hazardous locations such as airports
- Four staff, two technicians of at least five years' experience and two administration staff (1.5 FTE)
- Operating from a residential property with suitable storage for equipment and chemicals
- Projected turnover of £60K to £80K
- £10M employers' liability, £5M public/product liability
- The company would seek trade association membership ASAP.

was based on an annual turnover of £30K while the others were set at £60K to £80K. To include financial loss up to £250K there was an additional premium of £265 and a further premium of £79.50 to include cover for loss and consequential loss of keys. This would then produce an annual premium of £619.50 without including professional indemnity or legal expenses.

While Cliverton clearly has the better APR on payments, when you start comparing limits of liability and cover provided they start to lose their edge, proving that cheaper isn't always best...

**...THAT'S ONLY HALF THE BATTLE THOUGH.** It's one thing to get a good quote but how do insurers rate when something goes wrong? Help us with your stories of how your insurance company dealt with a claim. Were they quick off the blocks, round to your office with a cheque in hand, or did they drag their heels over payment, adding to your troubles? Leave your comments by visiting [blogalexo.wordpress.com](http://blogalexo.wordpress.com)



	Ashburnham	Bradshaw Bennett	Cliverton	Tradesman Insure	Jelf	Towergate
Premium (based on £5m liability)	£859.13	£785.00	£275.00	£1,356.80	£725.55	£1,421.17
Professional indemnity	✗	✓ £500K	✗	✗	✗	✗
Legal expenses	✓	✓ (£100K)	✗	✓	✓ (£100K)	✓
Direct debit option? (APR)	✓ 12.75%	✓ 12.72%	✓ 8.00%	✗	✓ 15.83%	✓ 25.10%
Efficacy	✗	✓	✓	✗	✗	✗
Financial loss and business interruption	✗	✓	✗	✗	✗	✓
Working at heights	✗	✓ (no limit)	✓ (<20m)	✓ (<15m)	✓ (<10m)	✓ (<15m)
Working in airports, nuclear plants etc	✗	✓	✓	✗	✗	✗
Use of naked flames	✗	✓	✗	✗	✗	✗
Use of firearms	✗	✓	✓	✗	✗	✗
Use of birds	✗	✓	✓	✗	✗	✗
Personal accident	✗	✗	✓	✗	✗	✓
Property and business goods	✗	✗	✓	✗	✓	✓
Excavation work down to 5m	✗	✓	✗	✓	✗	✗
Trade association member special deal	✗	✓	✗	✗	✗	✗

## SPECIALIST INSURANCE FOR THE PEST CONTROL INDUSTRY

Bradshaw Bennett have been arranging specialist insurance for the pest control industry for over 30 years.

We are the insurance partner of the British Pest Control Association and can arrange tailored cover to protect you against the risks you face.



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bennett

[www.pestcontrolinsurance.co.uk](http://www.pestcontrolinsurance.co.uk)  
Telephone 01625 505 870 Email [pestcontrol@bradshaw-group.co.uk](mailto:pestcontrol@bradshaw-group.co.uk)

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# Improve consumer confidence with alternative dispute resolution

Stephen McCluskey, Managing Director at Which? Trusted Traders explains the benefits of dispute resolution.

**TO ENCOURAGE CONSUMER CONFIDENCE, A RETAILER'S OWN RETURN AND REFUND POLICIES MAY OFTEN EXCEED WHAT PEOPLE ARE ENTITLED TO FROM A LEGAL POINT OF VIEW...**

You may, or may not, have heard about alternative dispute resolution (ADR) but, from April 2015, new UK regulations came into force which set out the common standards for ADR providers. While using ADR will still be voluntary for traders in the pest control industry, BPCA and Which? Trusted Traders believe that ADR is something that you should know the advantages of.

It's staggering to know that the number of complaints made against tradespeople last year was 1.3 million, according to Ombudsman Services' annual Consumer Action Monitor. That's 2% of all customer complaints made in the UK. As a pest control professional, ADR is a tool that you can use to increase consumer confidence and so improve the growth of your business. Every tradesperson who signs up to Which? Trusted Traders is able to access ADR. So what is ADR and why is it so important for BPCA Members to offer it to customers?

As consumers, if a product we buy from a shop turns out to be faulty, we are entitled to a refund or an exchange without having to jump through too many hoops. To encourage consumer confidence, a retailer's own return and refund policies may often exceed what people are entitled to from a legal point of view – this gives people the confidence to make purchases knowing they are protected if something goes wrong. And, while transactions in the pest control industry can be more complex than those seen in the retail sector, people are more likely to have confidence in our profession if they feel protected.

Your customers, like consumers in a shop, naturally want to know that any issues with the work you are providing – whether related to the materials you have used, your craftsmanship, or personnel – will be resolved as swiftly as possible.

No doubt, whether you are an independent pest controller or you work for a larger organisation, you will have a procedure or a set of policies in place to ensure your customers can access your complaints process. Both BPCA and Which? Trusted Traders believe it's in your interest that these matters are rectified quickly to preserve your personal and business reputation – and that of our sector overall. But sometimes that isn't always possible – this can be due to circumstances surrounding the dispute or perhaps a reluctance to resolve the matter on either side. Without access to an ADR scheme, the alternative for the consumer or pest control professional is to go to court, which can be an expensive, time-consuming and stressful process.

As a pest controller these legal proceedings can also result in negative attention for your business. Even if you do go on to eventually win the case, the damage can already be done, either through the press or through word of mouth. It is in these instances that offering your customers access to an effective ADR mechanism can prove invaluable. BPCA has worked with Which? Trusted Traders to offer all BPCA Member pest control companies who sign up and pass the Which? assessment process access to ADR through a unique partnership with Ombudsman Services.



ADR schemes offer an alternative route for resolving disputes between consumers and businesses. Customers who are unhappy with the service of a trader belonging to the Which? Trusted Trader scheme can first raise a complaint with the trader directly. While most issues are resolved amicably, if a resolution isn't reached after eight weeks the complaint can be escalated to the ADR provider, Ombudsman Services, who investigate and make an independent and impartial recommendation to reach an amicable resolution. The service is free for consumers to use and remedies can vary from an apology to a financial award. For traders, offering access to ADR shows existing and potential customers that you value good service and are willing to be held to account. Feedback from organisations that have used ADR tends to be positive. A survey by the European Commission indicates that 82% of businesses who have used ADR would use it again.

Since its launch Which? Trusted Traders, has offered its traders and their consumers access to ADR. Feedback from both sides has been extremely positive. By offering ADR as part of the Which? Trusted Trader scheme, it shows that our industry is ahead of the curve and highlights that Which?, like the traders we endorse, are serious about ensuring there is backup and protection for consumers should something go wrong.

“  
For traders, offering access to ADR shows existing and potential customers that you value good service and are willing to be held to account.  
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#### FIND OUT MORE!

For more information on Which? Trusted Traders and ADR, or to sign up to the special Which? BPCA Trusted Trader scheme, please visit [trustedtraders.which.co.uk/for-traders](http://trustedtraders.which.co.uk/for-traders) or call **020 3603 5701**.



Save  
**£300\***

## Stand out for less!

Get endorsed as a Which? Trusted trader and you could save **£300\*** in your first year

**Which? is the UK's largest consumer organisation. We're known for testing things from toasters to broadband providers - and we assess traders too. So when consumers want a trader they can trust, they often turn to us first because they know we only endorse traders who have passed our rigorous assessment.**

- Give your business the edge with this special offer
- Get assessed by Which?, our trading standards professionals know exactly what consumers want from a trader
- Show your customers you're a standout business, pass the assessment and get endorsed as a Which? Trusted trader

- Use the Which? Trusted Traders logo on your vehicles, website and business cards
- Show everyone in your area that you're a top notch trader who's made the grade
- Boost enquiries from the internet with your own premium online profile on [whichtraders.co.uk](http://whichtraders.co.uk)
- Get dedicated trader support whenever you need it

#### Special offer for BPCA members

- **Get your first 3 months FREE**
- **Get 50% off your next 9 months**

**Call today and you could save £300\* in your first year**

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Standard network rate  
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\*Visit the Members Area on the BPCA website for full fees, terms and conditions. Offer ends 31st December 2015.





# FUMIGATION AND IPM: 100% kills and tricky situations

Martin Cobbald, Chair of BPCA's Fumigation and Controlled Environments Forum Committee, discusses the benefits of using the Association's integrated member network.

There isn't a dry food or grain facility in the world that doesn't have a problem with stored product insects (SPIs). Whether they come onto the site in infested raw material, or wander into a factory during the warmer summer months, the question is how to deal with them. An unchecked problem can be a huge embarrassment for professional pest controllers. Because of the excessively high breeding rates of most SPIs, numbers can quickly get out of hand.

Sawtooth grain beetles breed at a phenomenal rate, and one female can lay up to 400 eggs. In a couple of weeks a small problem becomes very noticeable to our customers, even worse if they have quality assurance (QA) auditors breathing down their necks. The fact that the bugs might have 'Trojan horsed' onto your site inside incoming goods

is neither here nor there to them, they just want the problem dealt with quickly.

These infestations can be dealt with in two ways. The first way is to carry out several remedial insecticide sprays. The customer has to accept that their production gets interrupted to fit treatments in over several weeks, there are several risk assessments and method statements to paw through, costs are open-ended and there is the inevitable build-up of residue in working areas of their factory.

The second way is to fumigate: hit it with (hopefully) one treatment, one set of paperwork and in a week you have a problem solved. This is where fumigation really can become a powerful weapon in the fight against SPIs. So long as the product can be quarantined, the infesting insects, larvae and eggs can be dealt with in a single go. Can this really be a method that a modern pest control technician (PCT) doesn't have in his or her arsenal?

The problem that most PCTs find is that it is incredibly difficult to get trained in fumigation. The qualification requires such a lot of practical knowledge that it is not possible to pick up from scratch. This is where BPCA comes in. Using the 'Find a Member' facility on BPCA's website means you will soon have a highly professional fumigator on the phone. You will know that, as a BPCA member, these companies have already been checked and audited, offering you peace of mind.

Many pest control companies have qualms about asking another company to come onto site to quote for work and rightly so – there are

very few fumigation companies out there that don't also do pest control, the risk being that an unscrupulous company might poach a contract. To address this BPCA has developed a draft mutual non-disclosure agreement that will be available to members through BPCA's BusinessShield website from November. This puts the gentleman's agreement in writing and everyone's contracts are protected.

It's often put to me that fumigation is a closed shop, but nothing could be further from the truth. If you are tendering for a contract on a food processing site that requires fumigation or if you plan to integrate fumigation into your existing contracts you can simply find a BPCA fumigator member and put a clause into the subcontract that requires your attendance on all fumigations. This will lead to a handy project portfolio – and you're well on your way to having enough practical experience to begin the fumigation qualification.

In short, by using the BPCA member network to integrate fumigation services into your product portfolio leads to:

- Infestations being dealt with quickly and in a customer-focused manner
- Smaller companies being able to punch above their weight when tendering for larger food processing contracts
- Improved training opportunities and company development.

Why not use the BPCA member network to integrate fumigation into your product portfolio? It's a no-brainer!

“  
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23 September 2015

## Update from The Pest Management Alliance:

# Rodenticide stewardship and the professional pest management sector

Two years ago manufacturers and users of anticoagulant rodenticides were presented with a clear choice: ensure stewardship of these products or potentially lose their use. The members of The Pest Management Alliance were consulted by HSE/CRRU as part of the professional pest control sector. We made several key recommendations around qualifications and ongoing competence, all of which were adopted by CRRU and subsequently agreed by HSE earlier this year. It is clear that HSE and government recognise the professionalism of our sector – they certainly did not need much persuading that we are the ‘gold standard’.

The gamekeepers have come on board with this, recently developing a course and qualification and providing support for their members to stay up to date with changes in rodent control. The agricultural sector has realised that they too must comply with the stewardship regime, and have asked to have two different ‘routes to competence’ available to farms. The first is the same as ours – to get qualified and stay up to date. The second is by remaining on an audited and accepted farm assurance scheme (FAS). These are not a lower standard, as some have claimed. Nor are they an easy way out. They involve annual site audits which include the CRRU Code of Best Practice (CoBP). Failure to comply may result in expulsion from the FAS. The training of auditors in the requirements of the CRRU CoBP will be vital, and the Alliance will be pushing for high standards to be set and maintained.

Only around half of farmers are in a FAS. The remainder, if they wish to have access to rodenticides, will be forced to achieve a qualification (the same qualification as everyone else), or contract out the work to a certified professional such as those represented by a member of The Pest Management Alliance.

It is clear that the professional user sector is well placed to benefit from stewardship. Most technicians have a relevant qualification, or can obtain the CRRU-approved safe use of rodenticides qualification either in person or online. If users in other sectors do not come up to the standard by December 2017 then professional pest controllers will be ready to take on this lucrative work. We have training, qualifications and CPD in place. The stewardship regime has proven to be a great opportunity to raise standards within our sector.

Point of sale guidelines will be coming in soon, and things will change rapidly, with strict controls to prevent the sale of professional use only rodenticides to non-certificated users. This will be brought in by the end of March 2016.

Many have called for licencing, but with no appetite from Government to do this, setting a high standard is the next best thing. For those who do not meet this standard, the future looks bleak. Also, if residue levels of rodenticides in non-target species do not decrease, HSE will have to consider tightening up their user criteria, and we feel confident that trained and competent pest controllers will be the last to lose these anticoagulant products. There are no assurances over what might happen. However, our sector is the ‘high water mark’. We have complied with everything set by HSE, and have a strong position going forward.

Are we happy with the deal we have secured for our collective memberships? Broadly, yes. We now have a standard within our sector to which all users must aspire. This also makes life much more difficult for the ‘cowboys’ and, while licencing is a remote possibility, this provides a strong benchmark against which to measure professional rodent control.

**THE PEST  
MANAGEMENT  
ALLIANCE**  
PMALLIANCE.ORG.UK



## ABOUT THE ALLIANCE

The Pest Management Alliance consists of representatives from the British Pest Control Association, the CIEH National Pest Advisory Panel, and the National Pest Technicians Association. The purpose of the Pest Management Alliance is to gather, consolidate and focus the views of the professional Pest Control Industry on specific key issues of concern, and then relay and promote those views to the main Centres of Influence in Government and/or associated agencies.

[www.pmalliance.org.uk](http://www.pmalliance.org.uk)

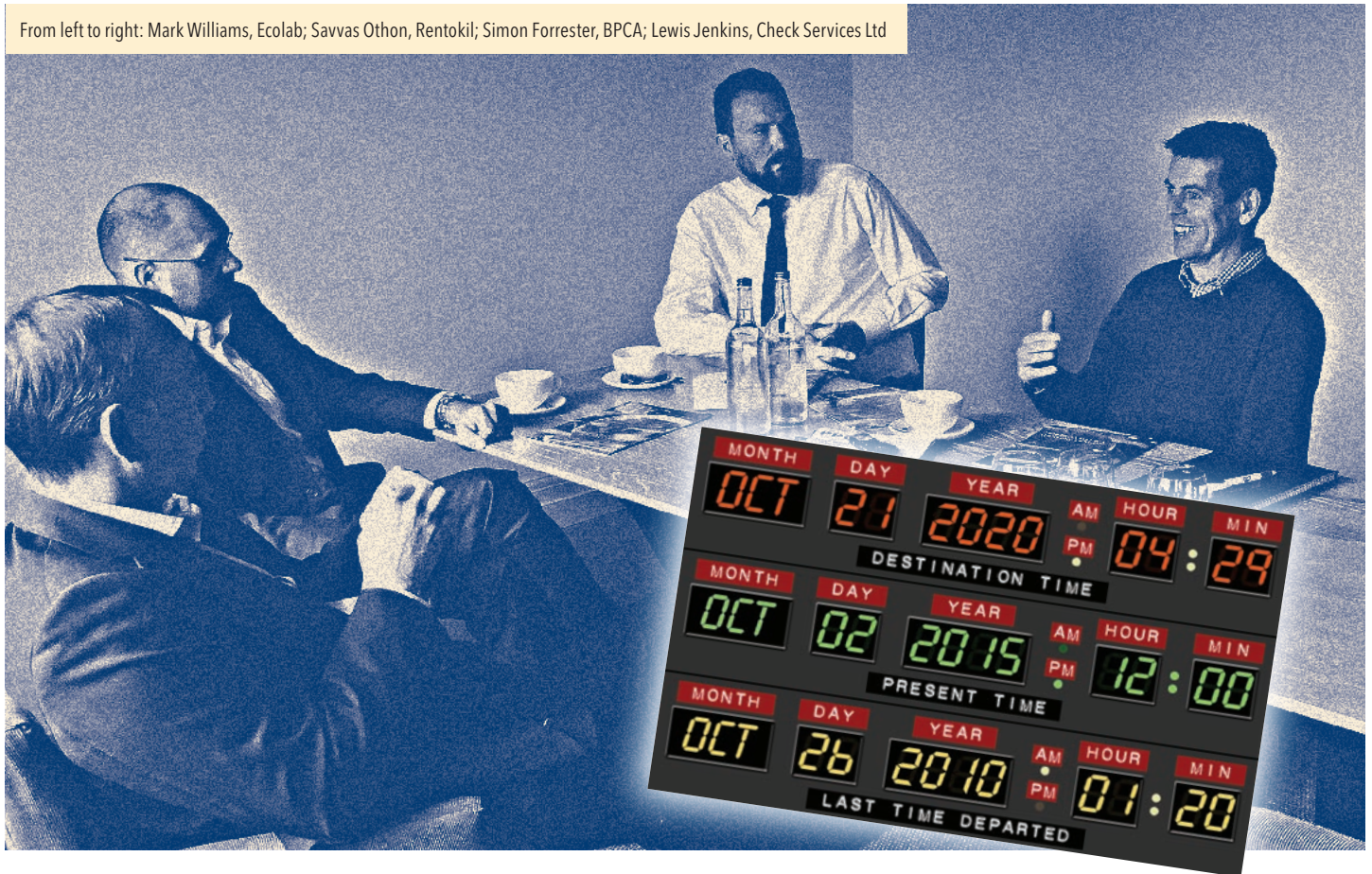
For more information, see us at PestTech.

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**Many have called for licencing, but with no appetite from Government to do this, setting a high standard is the next best thing. For those who do not meet this standard, the future looks bleak.**  
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# BACK TO THE FUTURE

In 2010 BPCA asked a panel of industry experts their opinion on where our sector was heading. BPCA Chief Executive Simon Forrester interviews three people to see what's changed, and what the future has in store for us.

From left to right: Mark Williams, Ecolab; Savvas Othon, Rentokil; Simon Forrester, BPCA; Lewis Jenkins, Check Services Ltd



**Simon Forrester** Since I joined the sector in 2010 there have been a lot of changes. What do you think are the key ones?

**Savvas Othon** To put it into perspective, in 2010 the iPad was just being launched. If you wanted a mobile solution it was going to cost a lot because it was based on servers and infrastructure.

**Lewis Jenkins** In terms of technology, back then we were using a digital pen system, but I don't know many people that are using that now. We did not find digital pen technology user friendly and service delivery was not great at times. Adapting or altering forms was also extremely expensive.

**SO** Most people are using some sort of smart device which has a cloud-based system and a simple app where the customer can sign off on a visit – easy, and paperwork free.

**Mark Williams** Technology is certainly not the sole preserve of the larger companies; it depends how you choose to invest in your business. I don't see it as being a barrier now whereas 5-10 years ago it was because of a high capital cost.

**SF** Do you think in 5-10 years' time the change in technology and the workforce will be so vast that people will see technology as wholly integrated?

**MW** It depends what market you're operating

in as well, I think it depends who your customers are and what your focus is. The UK seems to have embraced technology more than other European countries.

**SO** There's two things. One is that systems have got slicker and easier to use but they all still rely on the network connection. The cost of technology is coming down – you can buy a basic tablet for £30 which opens up a new space for our sector.

**LJ** A smartphone or tablet seems to be an essential piece of kit for many. Integrated devices offer a camera and the ability to transmit that evidence direct to the decision-makers' desk. Powerful stuff.



**SO** A pest in a shop or restaurant can go viral very quickly. It's not necessarily about bad work, it's about a rat in its environment wandering into a supermarket, or a fly coming into a kitchen in someone's bag. Suddenly, you've got that and the pest controller is blamed straight away. It's linked.

**SF** What can we do as an industry to combat that in the future?

**MW** Isn't that the British psyche? We always presume the negative and not the positive. We need to move this industry's branding away from the flat cap and the whippet. You still get that when you walk into customers premises. We don't make enough of the fact that we are protecting public health.

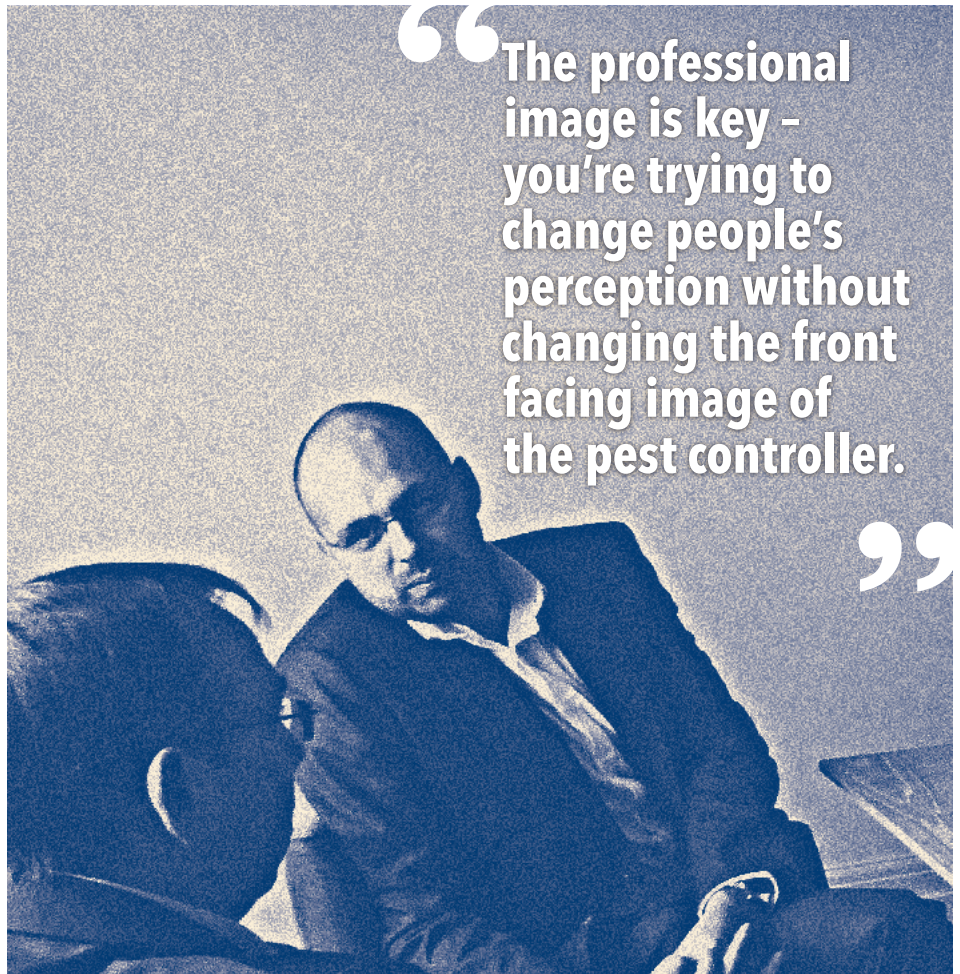
**SO** It's about being proud. Sadly not every company dresses their technicians appropriately – I've seen some turn up in jeans. The professional image is key – you're trying to change people's perception without changing the front facing image of the pest controller. It's getting easier now for us to attract graduates to the industry.

**MW** Part of the Association's role has to be to change the image. What are we? We're in public health and I just don't think we talk enough about it. It's like the food industry is very obsessed with bacterial counts, listeria is such a big thing for them. We never talk about infection control, vector control with pests. We talk about the physical thing running round – that's the big issue. The trail that it leaves behind and the clearing up afterwards we hardly ever talk about. But surely for them that bacterial load that's just been spread about the factory is just as important as the fat furry thing running around?

**SF** Do you think we will follow down that line of the American market, about acceptability of pest control in the future. If so, when might that come?

**SO** In the US pest control is geared towards protecting assets; houses, things that cost people money, whereas in the UK, the industry is more about protecting people's health.

**SF** I've seen statistics saying that a quarter of fires are caused by rats gnawing through cables. If those equate to millions of pounds of damage being caused by rats, then surely by preventing that we are a really valuable part of society.



**SO** We should be, but the industry in general is still selling the old. That's the big thing about when you see a customer. If a homeowner phones up and says I've got rats and mice, a surveyor goes out and sell a rat or mouse job instead of health protection.

**SF** As an industry we're often lumped in with cleaning or grounds maintenance. We're also seen as very much a low skilled, low value, low wage trade rather than professionals that are actually keeping people alive and their property safe. Should we be content to remain in this pigeon hole for the next five years?

**MW** Certainly there's been a greater trend to incorporate pest control in FM type business contracts. In some respects that's been very good and in some respects not. We've seen both sides of that as a business. We can benefit from not having to negotiate the price as part of a much greater value offer that the FM provider is offering, but sometimes there are issues with conveying some of the structural and sanitation issues that need to be addressed and sometimes that can slow the process down more than if you were talking direct to the

customer; that's a challenge for all parties engaged in the contract.

**LJ** The concept of 'the one stop shop' can be financially tempting to customers and most FM companies offer these packages. I have found this to be cyclical; at the moment the 'one stop shop' is popular, but I suspect 'specialist' service suppliers will find their place again. I can't see the cyclical nature changing.

**SO** The biggest risk is devaluing our services through technology. The moment someone thinks technology replaces pest control or pest control technicians, forget it. It means the world is now open to technology companies doing pest control if the value of having an expert on site isn't pushed out very quickly.

**SF** The BBC did some research that said pest controllers are 73% likely to be replaced by machines in the future. Somebody's got to be managing that process, it can't all be automated, can it?

/continued over...





“There’s no shame in protecting public health. We’ve just never associated ourselves enough with that.”

**SO** But you say that because you’re in the industry. Take yourself out of the industry to the man on the street – what do we do? We check bait boxes. I hate the bait box because it’s taken the profession away. I think what we’ve got to do is show the worth of our knowledge and experience and the expertise of the technician rather than the bait box which is a bit of plastic.

**LJ** If you are talking about pet hates then can I mention purchasing and sales departments and how they interact with each other. Often their interaction reduces contract value and encourages a race to the bottom. The ‘surveyor’ may get his sale but at what cost to the long term servicing of the site.

**SF** So our role will be to convince clients that bait boxes are not the future, it’s about having trained, specialist, individuals who understand how to keep people and property safe. The pest controller of tomorrow is the person with the skills to understand the infestation and use appropriate tools, whatever they may be.

**LJ** The bit that will change or be replaced is the box checker – technology is already

available to check our monitors and this will only improve and drop in price. It won’t replace the pest controller, but it will replace the person that just goes round and checks the box.

**SO** I think it doesn’t help seeing advertising for plain vans, plain clothes. While gimmicks can turn some people off, the customer remembers them, and the right image will sell pest control better than any plain white van. Companies need to push the brand and make it something more impactful.

**SF** Our research a couple of years ago showed companies still use plain vans or detachable signs to satisfy client demand. If we can change that mind-set among the client base, that we are really of value to them and there’s no shame in talking about us.

**MW** There’s no shame in protecting public health, we’ve just never associated ourselves strongly enough with that message. But the world is getting smaller, when I started there were virtually no insect IDs and the pests you saw were common. We’re now being challenged to treat anything from anywhere around world!

**SF** We’re seeing the rise of Asian hornets sweeping across up to Northern France, they’re not going to be far from jumping across. Things like termites, knotweed and oak processionary moth are all getting worse.

**MW** I think we have to be careful how we handle them. Look at the rise of the false widow spider, suddenly now every spider on this earth is ‘deadly’. The misidentifications going on for that pest is untrue. It’s a great news story and yes we should be using it to help broadcast professional services that are available, because there are too many ‘cowboys’ now that are treating on the basis of false widow.

**SF** If you could change one thing about the sector to improve it, what would that be?

**MW** I think we’ve answered it in terms of the consumers’ perception of what we deliver, but how that comes about is more our responsibility to change that and not the consumers. We need to help ourselves as an industry, help ourselves as an Association. We have to change public awareness and we’ve talked of that as part of our strategic plan.

**SO** Depends on what outcome you want. If we want customers to pay more money; all well and good if it’s reinvested in the industry. If you say we want a louder Association voice, which is all well and good if that voice is used to professionalise at a high level and it’s listened to.

**LJ** Following on from that you have to mention the word ‘licensing’. How do you get technicians to be paid more? If you make it a requirement that they have to achieve certain goals before they can do that job. Then suddenly pest control technicians become a more valuable asset to individual companies and the whole industry can take a step up financially.

**SF** I agree. For me, it starts with an industry where there’s virtually no barrier to entry. We’re moving along that line with the rodenticides and the work of the HSE to control misuse. We’re on a long journey there. We’ve talked before about what’s next – insecticides or a group perhaps pyrethroids?

**SO** What I’d like to see from the trade association is bringing the industry together. The only time I’ve seen that happen is through the waste issue where everyone got together and said this affects me because they



could see it was going to cost them money. Highlight a crisis linked to revenues and everybody gets together.

**SF** What about ISO / EN / HACCP and other standards – are they causing crisis?

**LJ** These terms can regularly form part of tenders. That is a role for the future for us all, to educate the consumer to make them understand what these terms actually mean. That is where the Association has a key role, whether it's through BPCA or CEPA to clearly set out what a company that has accreditation 'x' has achieved, what it actually means.

**MW** I can see a lot of need for BPCA members to be going along the lines of CEPA Certified because you can see it just dropping into tenders or local government requirements. I think it's going to have more ramifications for our members than they might think.

**SF** If we look at the model of rodenticides, they're massively tightening up on who can get access to those products.

**MW** That was the thing that struck me; the difference between here and the US. On my first trip to the Midwest they arranged for me to meet the local team onsite. My natural thing is to get involved, so I picked the guy's bag up because he's teaching me about his business and he said 'you can't do that, you have to put that down; you haven't got a licensed certification for this State to do that'. And then you realise they do take it a little bit more professionally and about how the professional service person deploys pesticides.

**SF** From next year, if you're a trainee, you won't be allowed to handle rodent bait. So we're already moving towards this. It's not quite "don't touch the bag", but...

**LJ** That's one of the things I wanted to mention at some point today. In the past new technicians would start with our in-house training, then you let them go on easy jobs to begin with and you work up to being qualified – well that's going to have to completely change.

**SF** I think that's one of the issues for our sector that we are resistant to change, we are not the most adaptive of sectors out there. That we are probably reactive rather than proactive.



**MW** When they first said to me "you're going to lose rodenticides" almost your first reaction could have been that's great. Because it will force the management of the internal environment to change. I can see we're going to be doing less deployment of pesticides and there will be drivers towards that as companies adopt more greener strategies because that's part of their global programmes, we'll have our own internal pressures, probably brought on by the financial people to use less pesticides.

**LJ** You're right. Take methyl bromide as an example; when that went, people thought it would be 'the end of the world'. In reality, most sites realised fairly quickly that the correct hygiene procedures produced good results.

**MW** You can see that for managing the internal environment, which has a much defined scope of control. But if you've talked about that in terms of the Nordics removing external rodenticides, where is the greater social control of sanitation

practices and maintenance or public health outside? Unless they change their whole strategy towards that, you will just get your population explosion, won't you?

**SF** And that's where it's got to be thought through. If Government's going to ban these products or severely restrict their use then they've got to be ready to deal with the backlash. Is our role to be the doomsayers and say, ooh, don't do that, you're going to cause a rat plague? Or start a dialogue?

**MW** As an industry, we're not very good at collectively coming together on issues. But if we lost rodenticides tomorrow, how would the industry react?

**SO** I don't think they'll ever ban completely until there's a credible alternative, which there's not, which would mean they'll have to license one of the semi-acute or acute rodenticides for outdoor use.

/continued over...



So there's alternatives, there's semi-acute and acute rodenticides, different formulations, different licensing. That day will come.

**SF** But is the future then things like RNA inhibitors and things that are going to mess with the pests' genetic code?

**MW** Now you are certainly moving into a new sphere of debate and topic. Because obviously the fear from genetic manipulation is just enormous but who's got the money to start playing around with genetics? The research costs are massive, and we're not a research-friendly industry.

**SO** There's no clear independent research evidence anywhere to say perimeter baiting works. Anecdotally we think it does.

**LJ** Where we've swapped to non-toxic blocks, we have noticed that a number of sites have had an increase in internal rodent activity.

**SO** A full study that you could stand up and say, look, this is why, this is how, this is the movement. We don't have that. I don't believe anybody has that. The point on genetics is an interesting one. It does cost huge amounts to do it.

**SF** There is no silver bullet that's just going to deal with it. It's a combination. That, I think, again is the role of the professional pest controller, that they will reach for all of these tools and they will know to apply them in the right way, give the right guidance to the client and be able to offer that rounded solution that will control the pest. Now clients find their own information.

**SO** Years ago, you would go to a customer and they'd say, I've found this black thing, and they'd show you some crumpled insect on a piece of card or on a bit of Sellotape. Now they say, I've got this, it's a saw-toothed grain beetle and you need to do this, this and this. You go, right, okay, give me a chance to just have a look at it. We're seeing a whole load of that when people phone up the call centre, and they're already telling us what they've got and where we should go and how long the treatment's even going to take sometimes.

**MW** Education, you see, that's what it comes back to.

**SF** It's our role to educate. I think this comes



back to the point we were making before about being seen as the experts.

**MW** It's all about this reinforcing the image – you're talking about the image there and you manage your account. But then you don't put any protective equipment on and yet you say this stuff's dangerous; you see too many pest controllers not wearing gloves still.

**SF** That is a genuine concern. Just as people have been drilling up into ceilings and get covered in dust because they haven't been given any training, in 10 years' time when someone says, "I can't start a family and I believe it's down to the reprotoxicity of the products that you've exposed me to", where's the exposure for you guys in terms of the risk? Can you prove you insisted that they all wear gloves from day one?

**SO** Yeah, did you give them training, did you document it? All of that.

**SF** It's really tricky. Obviously it's somewhat different in the asbestos example but it's contributory negligence of not being able to say for sure you were covered.

Okay, let's do just a little bit of summing up. What do you think the next big challenge for our industry in the UK is going to be?

**SO** The expectations of customer which are exacerbated by legislation and standards, more demands, lower cost. Is our industry and the companies in it agile enough to give the customer what they need at the low margins that we're getting at the moment or change the way we offer the service?

**MW** It's more about managing expectation. So technology's out there, everybody can see what technology does. We're continually getting prompts now, or questions about motion sensor technology, futuristic traps with cameras installed, and thermal imaging. So that sort of expectation. They're almost expecting that this industry has got a huge investment fund to bring that forward and launch all these products and devices into the industry. I think that's going to be a big issue.

**SO** Customers drive the industry, and what they see or what they hear – so if someone sees in a newspaper a pest controller using a drone, the customer's saying to his guy "why can't you



use a drone"? And then you've got to go and educate the customer again. The legislation, the regulators, the audit bodies tell the customer what they have to achieve, therefore we have to achieve it.

**MW** The biggest challenge for me for the future is flying insect control. I think flies are going to be the next big pest issue. I think rodents are always around and we've talked about some of the exotics. I get the feeling that the flying insect control is going to be more of an issue going forward.

**LJ** It's interesting you raise that one because some supermarket auditors are picking up on that as being a big issue at the moment; the presentation and importance of trending but also how we react to the findings.

**SO** I think a big challenge is for the industry to use technology for the good of the industry, not to harm it, because if it's not used correctly, if suddenly people think this replaces a technician, then that's the end of the industry.

**SF** But is it the end of the industry or does it create a new industry, a different one? Are we then hiring drone pilots rather than box kickers?

**LJ** If we do, if it went down that road, then just as happens with pricing, it goes lower and then something goes wrong and then the price leaps back up. If people said, oh we can replace pest controllers with technology, then at some point it will fail and in certain businesses it will fail much quicker than in others. You put those systems in an office block and it will take years, potentially,

before you start seeing the ramifications of not having a proper system in place. You put a poor system into a food production site and very quickly pest issues could get out of hand.

**MW** That's the great thing about having a technician inspect a facility. Today it's no great secret, but there are numbers of rodents that ignore bait boxes, so any of this technology that is focused on a box (and most of these systems today are, at the end of the day it might say no pests), but how are you actually verifying that there is no pest there?

**SF** Something that I'd spotted in my travels recently, just in terms of technology that really sort of interested me was a city in North America where they'd had a rat problem for quite a while and they gave everybody in the town an app and if they spotted a rat, they just pressed a button and it geolocated them. They used it to map where the key areas were in that town and where to target their obviously limited pest control resources.

**SO** The technology makes it better because you gather it and then you can filter it and you can heat map it.

**LJ** Definitely, technology can work well to focus narrow resources. For example, checking a lift plant room with no pest history on a site could take a lot of time to organise, so technology could be used. In those circumstances time and money could be saved. Sadly, I suspect that any resource saved won't then be used elsewhere, time will disappear from your contract. But it's from

that scenario where the technology would definitely help.

**SF** So food seems to be one of the leading areas, certainly more cutting edge in some respects, with high standards and regular audits and regulation. If we could map that across into all areas of pest control, we'll be looking at a very different, much more professionalised industry. Mark pointed out about fly control about being a key issue, they are vectors of disease but people kind of know about it but they kind of ignore it. Maybe that's because we don't have the same illnesses as you get in sub-Saharan Africa, I don't know, or whether it's people who are just more blasé.

**MW** Well we're very accepting of it as a society, aren't we? You go into the vast majority of restaurants or food retailers and you see flies all over the counters.

**SO** It goes back to crisis, doesn't it? If flies carried plague we'd have a different attitude.

**SF** Well that's about all we have time for. My thanks to our contributors. Our next discussion will be with customers, to understand their impressions of our sector.

## FIND OUT MORE!

To see the original interview from 2010, or to read a full transcript of this discussion, which includes a summary of the key trends identified in four main areas plus much more, visit [www.bPCA.org.uk/ppc](http://www.bPCA.org.uk/ppc)

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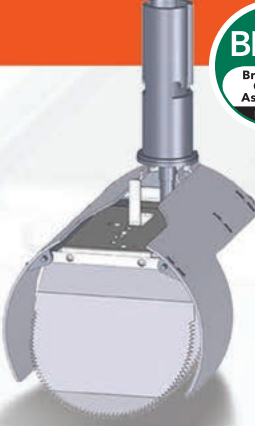

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# The only way is ethics



BPCA Marketing and Communications Officer Gareth Cleland looks into ethical marketing and selling, and the issues that companies face when marketing their services.

All companies face the pressure of attracting and retaining customers and the focus is often to sell, sell, sell; the pest control industry is no different. This focus can lead to unethical selling through misleading marketing and promotion. However, selling at all costs can have a detrimental effect on the business and wider industry, and this can lead to poor reputation of the business and industry and loss of confidence by the customer.

In an industry that is wrongly often seen as low level skilled and low value, we cannot afford to be seen as an industry that promotes itself badly and BPCA members have a responsibility to behave in an ethical way.

So what is ethical marketing and promotion? Essentially, it is the marketing decision that is morally right. The marketing process doesn't just involve promoting the business, service or

offer but all facets of business from customer service to advertising and pricing. The difficulty is that everyone's view on morality and ethics are different and are based on personal values and experiences. This presents companies with a dilemma. How do you promote your business? Do you create an offer that creates demand but is misleading, or do you promote honestly with the risk of not gaining customers?

Many promotions are often hidden behind terms and conditions, and while they stay within the legal boundaries, it is not the same as ethical marketing or promotion. How often have you seen a half price promotion, but actually its buy one, get the second half price?

This can impact the reputation of the business and industry. Supermarkets are often criticised for misleading promotional offers and, as a service industry, promoting in the



right way is essential. BPCA members have an opportunity to promote the professionalism of our industry through marketing and sales activities that are substantiated by the service they provide through ethical marketing activities.

Marketing your business is not just about getting your business out there: it's a process that involves all customer contact points from picking up a leaflet to speaking to your office or field staff. Many businesses will differentiate themselves through price whether via a

## Good flyer vs bad flyer

Leaflet dropping is one of the easiest forms of marketing and promotion as it is affordable and easy to do, often requiring a small budget and your time. However, it is also often conducted badly as a lot of companies can put out a poor leaflet. While there is no such thing as a perfect leaflet, there are elements of design that separate a good leaflet from a bad one.

Promotional material is typically read anti-clockwise, the image is viewed first followed by the headline and then if it is of interest the details of the leaflet.

Leaflet A is well structured and easy for the customer to read, whereas leaflet B is messy and unstructured. It has too many images which can confuse the customer and it doesn't have an attention-grabbing headline. They essentially run the same offer but leaflet B's offer is either misleading or binding by offering a fixed price and no terms and conditions, whereas leaflet A states a 'from' price which is subject to Ts and Cs. Leaflet A makes contact details clear but leaflet B gives incomplete details and they aren't clearly visible.

Leaflet A taglines with a claim that can be substantiated and is factual: "Quality pest management since 1966." However, leaflet B has a tagline that is subjective at best, and possibly deliberately misleading: "The best pest management in the North."

Leaflet A would be a good template to follow for having a leaflet designed. Remember, you can use both sides of a flyer, employing the front to trigger interest and the back to state full details. Don't fill a leaflet with too much information – be clear, succinct and to the point, and use a strong image.

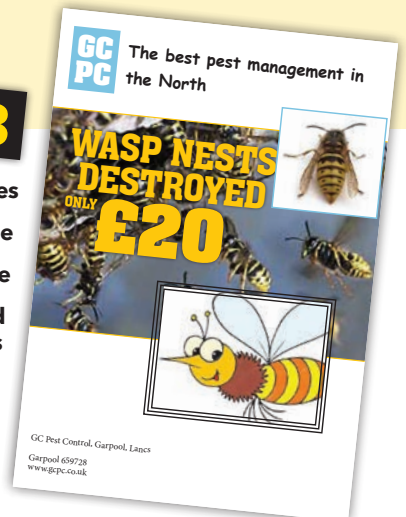


**A**

- Clear Image
- Bold and attention-grabbing headline
- Clear and honest message
- Visible and clear contact details
- Not too much information, clear and succinct
- Honest company tagline

**B**

- Too many images
- No clear headline
- Binding message
- Poor visibility and incomplete contact details
- Poor structure of leaflet
- Subjective and potentially dishonest company tagline







## “ Do you create an offer that creates demand but is misleading, or do you promote honestly with the risk of not gaining customers? ”

salesman arranging a contract and offering a price that undercuts the competition, or quoting for a one-off job. Once the job is agreed, does the service meet customer expectations?

BPCA President Martin Harvey asked, “What is the cost of sales?” in the last issue of PPC magazine, stating that selling at any cost often leaves the customer with an inferior service and disgruntled, as they feel they haven’t got what they paid for. Marketing and selling honestly will ensure that services are transparent and customers will get what they

paid for. Profits may be lower, but the relationship is stronger because of trust gained.

It’s important to ensure that promises and claims made through marketing and sales messages can be fulfilled, otherwise someone else will soon pick up the work.

Your business may offer the cheapest price, but does it offer the best and right service?

Recently, BPCA took an enquiry regarding a bed bug infestation from a tenant. Two quotes were sourced by the landlord: company A quoted £90 for a treatment over the phone that included spraying the property; company B quoted a three week treatment program for £500 after a survey to confirm that the infestation had taken place. Unsurprisingly the landlord initially chose company A as they were the cheapest. The tenant questioned the professionalism of company A due to the vastly different quotes, and after some research and

advice from an expert, company B was chosen.

Company B conducted themselves in the right manner – they surveyed the property, were honest and professional, and won the job. Company A tried to win business through a price point and lost a job.

Marketing your business is the first step to getting it known or attracting and retaining customers. This can be done through different channels, whether it’s promoting an offer or creating awareness. However, the important thing is to do this ethically and honestly.

You may stay within the law, but not being clear in your marketing and hiding behind terms and conditions or making promises you can’t fulfil is a sure way to disgruntle customers and ensure your reputation is adversely affected. While you may wish to meet the bottom line, promoting honestly is a sure way to protect the reputation of the company.



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Do employers have to pay technicians for travel time to and from their first and last jobs of the day?

# TIME TRAVEL



## BusinessShield

BPCA BusinessShield investigates what a recent European Court of Justice ruling means to our sector.

In a recent test case (*Federación de Servicios Privados del sindicato Comisiones Obreras v Tyco Integrated Security SL*) the Court of Justice of the European Union (CJEU) had to consider whether journeys made by workers without a fixed place of work, i.e. between their homes and their first and last customers of the day, actually constitute working time.

### The case

The technicians in the case argued that they were effectively 'at work' from the moment they commenced their travel to their first client or job of the day. The CJEU agreed with the technicians that the time spent travelling to the first job of the day and then home, were not deemed as rest periods as they were still at the disposal of their employers. Therefore, some technicians, sales people etc. can say that their working hours begin from the moment they start their journey to work.

This ruling is only relevant to those who are mobile workers. Any individual who has a normal place of work to which they commute is exempt, as they are not deemed to be at the disposal of their employer until they arrive at their place of work. However, many technicians essentially 'work from a van', so this ruling may affect you or your employees.

The ruling does not automatically mean that individuals are entitled to payment however, as the court ruling deals only with the Working Time Directive in regards to working time and rest periods.

### So what now for employers?

As the ruling applies only to mobile workers with no fixed or normal place of work, it is down to the employer to interpret compliance with the National Minimum Wage (NMW).

Companies should look at the start and finish times of their staff, taking into account the mobile workers' travel times to ensure that the 11-hour rest periods are adhered to (for more on this topic contact BusinessShield). This is regardless of whether or not an individual has opted out of the 48-hour working rule; the rest periods still remain by law.

Rest periods and maximum working hours

are governed by the Working Time Regulations and the ruling now provides clarification on travel time. Employers should now be careful in regard to the way in which their contracts are worded for the purposes of working hours and also locations.

It could be argued that staff who are salaried can remain on the same pay but that the 'travel time' is incorporated into the salary – as long as the travel time does not then render the payment less than the NMW.

NMW Regulations 2015 state that the hours spent travelling during normal working hours count towards the National Minimum Wage. However, this does not include travel between the workers home and a place of work or where an assignment is to be carried out, so it may be that a different rate of pay can be agreed for these periods, if any at all. However this is something you should discuss with an employment adviser before taking action.

### FIND OUT MORE!

BPCA BusinessShield offer members free advice via the dedicated helpline and also the member zone of BPCA's website. You can get in touch with an adviser for free on 0345 0766 491 (local rate).

[www.bpca.business-shield.co.uk](http://www.bpca.business-shield.co.uk)





# Documentation on the go!

## New free membership benefit

The BPCA BusinessShield mobile app has now been released for all current members to access their BusinessShield documentation along with a host of other resources – all for free.

This development allows you and your staff team to access any BusinessShield

documentation that has been placed in your dedicated library – so you can download documents whenever you need them, wherever you are!

Simply download the app and enter your username and password – the same details you use to access the BPCA Member Zone.

### TOOLS WITHIN THE APP

#### Risk assessment tool

There are times when we attend a site for one job, and we are asked to complete another. Without a suitable and sufficient risk assessment you could be placing the employee and also the business at risk. This tool allows you to complete an assessment on site and then save it directly to your library. This gives you the ability to complete a full dynamic assessment at the point of works for any specialist activities that arise whilst carrying out normal visits to site, thus keeping you compliant. You can even email a copy straight to the client or auditor to tick their boxes!

#### Ask the expert

Email the BusinessShield team directly from the app and receive a response in relation to your specific issue.

#### Access to hundreds of templates

The BusinessShield app gives you access to templates for all aspects of HR and health and safety, all available through your own dedicated library. Simply add the documents to the library, and you have them to hand wherever you are.

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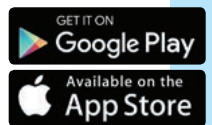
#### Contact details for a range of specialist consultants

Contact details for a team of BPCA BusinessShield consultants available for you, should you have any specific issues.



### FIVE NEXT STEPS

- 1 Download the app – it's available now on both Google Play and Apple App Store
- 2 Have a look through the site and see what you and your colleagues need on a daily basis
- 3 Load up your library with documentation
- 4 Give access to your colleagues, simply share your username and password
- 5 Get using this great new benefit from BPCA and BusinessShield!



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An online CPD quiz based on this feature is now available on the BPCA website. Each quiz is worth three PROMPT CPD points – register to take part at [www.bpca.org.uk/affiliate](http://www.bpca.org.uk/affiliate)

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## The edible dormouse: a quick bite

With a reported migration of Glis glis in the South of England in recent years, Marcus Gillis of Pestforce, High Wycombe gives PPC readers the benefit of his experience, discussing these creatures and the issues that they present to the public.

Glis glis, the fat or edible dormouse has been the cause of many a sleepless night for pest controllers. A non-native species originating from continental Europe, they were introduced during the Roman conquest of Britain, and were eaten as portable snacks, hence the name 'edible' dormouse. The species died off but were then reintroduced in 1902 by the Rothschild family who brought six onto their estate near Tring in Buckinghamshire as part of a private wildlife collection.

Presently there is a reported 10,000 of these rodents living within 25 miles of Tring, and recently Southern parts of England have seen a migration of Glis glis, this is thought to be due to people thinking they are a rare species, so they have been caught and re-released enabling them to spread further across the UK.

Glis glis are the largest of the dormice family, resembling small squirrels with a squirrel-like body. They are grey in colour with a furry tail, large eyes and small ears,

and typically their bodies grow to 16-19cm, while gender isn't apparent through body size.

By nature they are herbivores with their diet consisting of nuts, berries and fruits (with apples a favourite) but, as an adaptable species, if food is in short supply they can eat green plants, invertebrates and eggs.

They are excellent climbers and typically live in forested habitats, often seeking shelter and refuge in bird nests, hollowed trees and caves. Like many rodents they can squeeze through small spaces, and they are very agile – able to jump up to an impressive three metres.

They are mainly nocturnal creatures to avoid predators, but can occasionally be seen during daylight hours. However, most damage seen will be done during the night.

They hibernate from mid-November to the end of May, mainly underground or in roof spaces, and they're most active from June to late October. They only breed once a season in late July and August when food is in an abundance. They are able to gorge, where their

**PESTFORCE**

body can double in size; and typically they produce between six to ten young with a life span of around eight years.

Like all rodents Glis glis love to gnaw and can cause considerable damage to crops and trees, but they also gnaw through electrical cables and pipes, creating a potential fire or water damage risk for buildings. As excellent climbers able to squeeze into small places, they are able to enter attics, small voids and cupboards becoming very intrusive and leave their droppings. They have also been known to fall into water tanks contaminating the water supply of a property that would require a drain down and disinfect to rectify. The damage done by Glis glis can be very costly and potentially dangerous for property owners.

Due to their destructive nature, Glis glis are considered one of the main threats to the British countryside, and it is recommended that any infestation is managed or eliminated. This in itself is difficult task as Glis glis have the honour of being a protected species under



## Glis glis signs

How can you tell if you have Glis glis in a property? Look for:

- Droppings: they are usually around 1cm long and cylindrical
- Property damage from gnawing: more specifically damaged electrical cables, pipes and even structures
- Young trees showing damage or missing bark off trees
- Occasionally you may hear a vocal, croaky rasping sound, but this is rare
- Missing fruit from plants

- Scratching and moving noises in trees, birds' nests, lofts, basements or even kitchen spaces. Glis glis are looking for safe and warm spaces and can be very intrusive.

A Glis glis problem is difficult to treat: due to their nature they venture into high spaces; and being nocturnal they are tricky to spot. The final blow is their status as a protected species. For further advice and support contact Natural England.

the Wildlife and Countryside Act of 1981, prohibiting certain killing or trapping methods except under license.

If killing or trapping is to take place, it can only if be done if Glis glis are seen as a threat to public health or public safety, or to protect growing timbers, crops, stored foodstuffs, livestock and live feed. So, only professional pest controllers working under licence are able to treat an edible dormouse problem.

Homeowners are also able to take action – to do this they would have to apply for a license for live trapping which does come with often complex rules and restrictions. Dormice have currently only been seen in England, so at present only Natural England can issue a Class License to amateurs or professionals, they can also help with tips and advice on approved methods of trapping and despatch.

Natural England has approved the following trapping and despatch methods:

Kania Trap 2500 and Solway Spring Trap MK4; and the use of live capture traps and despatching them by chasing them into a bag and using a blunt object on the back of the head.

Prevention is always the first step as it is better than a cure, and there are many things that you can do or advise customers upon. As with many rodents, exclusion through proofing and repair of external structural faults can prevent Glis glis entering the property – remember they can squeeze through gaps less than 25mm. You can also improve the building and garden to prevent invasion. Glis glis and birds often eat the same food stuffs so ensure bird feeders aren't directly on the ground. Use of suspended wire feeders and managing food quantities can also help. By doing these things, you will help reduce the attractiveness of the environment to Glis glis and help to prevent their spread.

## PROOFING TIPS

- Repair and block up any gaps around the building such as pipes; this can be done by using wire wool and filling with concrete or expanding foam.
- Ensure plants are trimmed and that they don't reach roof level. Cut back any trees and foliage to prevent them overhanging onto the property and cut back any wall climbing plants.
- Repair any vents with holes over 25mm by either repairing them or use fine mesh to cover them up.

## Tips for the homeowner

- Ensure food is stored in sealed containers and off the ground, especially fruits
- Ensure domestic waste doesn't build up
- Keep gardens tidy and cut back, as this species can use untidy gardens as a base
- Outdoor pets feed stations can provide a food source, so providing a catch board for food can help prevent this
- Remove for collection any junk such as old furniture or carpets which can provide perfect harborage for rodent species.

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# Look ahead to 2016

BPCA Training Manager Mandy McCarthy-Ward discusses what's new in 2016 with BPCA's training, and focuses on support needs provisions for exams.

## What's new?

### Want to improve your practical skills?

Why not attend the one day 'Practical vertebrate trapping for urban pest

controllers' course or the

'Practical equipment for insect control' course. Many pest technicians learn the theory in order to pass the Level 2 Award or Certificate in Pest Management, however once they have passed, they are left to their own devices and have to learn on the job.

If you would like to confirm your understanding, add to your knowledge or gain some invaluable tips of the trade, then these courses are perfect for you. The practical trapping course will familiarise you with traps used for rats, mice, moles, rabbits and other mammal control so that you are safe, legal and effective. On the 'Practical equipment for insect control' course you will learn about using sprayers, dusters, monitors and EFKs effectively.

BPCA training has gone from strength to strength and in response to member demand we have introduced a new one-day 'Profitable pest control' course. This includes reviewing, improving and controlling business costs, surveying and pricing jobs correctly and the use of technology. Course dates for January, April and September will be released on the BPCA website.

### Can you tell your insects apart?

Is it a flea? No, it's a grain weevil! Ever wondered what insects look like up close? Then come and join BPCA on a wonderful journey into the world of insects, where you will learn to recognise the most common and easily-confused insects, and you'll be able to accurately name them. Our new course, entitled 'Fleas, forceps and formalin: an introduction to insect identification' starts next year when dates will be released on the BPCA website.



### Would you like to help others to be even better pest technicians?

Have you ever felt that you have lots of pest control knowledge, passion and experience that you'd like to pass on to others? Then why not put that knowledge to the test and put your skills into action by attending our four day 'Training skills' course. During this course you will work with other likeminded people to produce

engaging and interesting training sessions where you will be taught to use methods that you may not have considered. By the end of the course you will take away with you a virtual tool bag of information and ideas which will enable you to bring your training sessions to life and achieve results. Whether starting out as a freelance trainer, or improving your in-house training offering, this course will help you deliver better training to your colleagues.



“ Have you ever felt that you have lots of pest control knowledge, passion and experience that you'd like to pass on to others? ”



### Support needs provision for exams

Not everyone has the same capability to read and recognise written information quickly and immediately or to formulate the written word in a way that others generally recognise. Therefore, in order to support people who require help with the written word, exam centres can offer a number of ways to support candidates.

To receive support, an exam candidate must provide a written assessment of their specific circumstances so that an exam centre can identify specific support. Written evidence is necessary as support can only be provided to those who have a specific evidenced need. If you have a written assessment, contact your exam centre and they will be able to support you. If you do not yet have a written assessment, contact your exam centre and they can advise you of how to obtain a suitable assessment of your support needs.

### How exam can centres offer support?

Exam candidates may have a physical disability, a visual impairment, a hearing

impairment or a learning difficulty. Exams may be written and/or in oral format, Therefore once the exam centre has access to the individual candidate's support needs, they can assess what can be provided for the candidate.

It is important to ensure that a candidate is supported without impacting the candidate or any other candidates negatively and without providing an advantage.

Centres can offer additional time (up to 25% extra), supervised rest periods, or even a reader scribe who can read the exam questions and write the candidate's answers verbatim on the exam paper. Exam papers can be provided in larger print, provision can be given to enable answers to be typed, and physical bilingual dictionaries can be used.

Any candidate who is able to provide written assessment of their needs must be supported where practicable. While this should be free of charge, this is at the discretion of each centre. Does your centre offer this service? BPCA does. If yours doesn't, ask them why, as you

shouldn't be discriminated against. Then consider whether or not the examining body needs to be informed.

Usually, for any exam date, BPCA can provide support at our Derby centre free of charge. Where possible we will provide support services at alternative locations. Please be aware that if an additional room to the exam room is required this charge may be passed on to the candidate.

### FIND OUT MORE!

For more information on all our courses and qualifications go to [www.bpca.org.uk/training](http://www.bpca.org.uk/training)

You can contact BPCA Training Manager Mandy McCarthy-Ward by emailing [mandy@bpca.org.uk](mailto:mandy@bpca.org.uk) or calling **01332 294 288**

## Get accredited online!

BPCA has now added online learning for our 'Using Rodenticides Safely' course.

There are three options to gain the 'Using Rodenticides Safely' qualifications...



### OPTION 1

**BASIS / BPCA  
'USING RODENTICIDES  
SAFELY'**

**ONLINE COURSE  
AND EXAM**

BPCA Members:  
£150+VAT

Non-members: £195+VAT

Anyone with a BPC  
Diploma Part 1:  
£100 inc. VAT

### OPTION 2

**RSPH LEVEL 2 AWARD  
'SAFE USE OF  
RODENTICIDES'**

**CLASSROOM COURSE  
AND EXAM**

BPCA Members:  
£125+VAT

Non-members: £165+VAT

Anyone with a BPC  
Diploma Part 1:  
£100 inc. VAT

### OPTION 3

**RSPH LEVEL 2 AWARD  
'SAFE USE OF  
RODENTICIDES'**

**EXAM ONLY**

BPCA Members:  
£40+VAT

Non-members: £50+VAT

**Everything is changing!**  
To purchase or use rodenticides  
under stewardship, you will need a  
valid CRRU approved certification.



For more information on courses and qualifications go to [www.bpca.org.uk/training](http://www.bpca.org.uk/training) or contact BPCA Training Manager Mandy McCarthyWard [mandy@bpca.org.uk](mailto:mandy@bpca.org.uk)

# “The European benchmark of quality pest management – how does your business measure up?”



Would you like your company to be one of the first in Europe to gain CEPA Certified® status, a unique and new mark of professionalism in the service business?

Being CEPA Certified® will give

your business:

- Improved image with clients: they will value CEPA Certified® status
- Means to promote the professionalism of your business based on service and quality rather than on price
- Better service quality: the standard is designed to help your business improve
- A unique and independent benchmark of your company's professionalism compared to your competition
- Raised awareness among your customers that our industry plays a major role in public health.

In collaboration with BPCA and other European pest management associations, CEPA is creating a network of professional pest management companies across Europe that can demonstrate their competence to clients.

We will also be targeting clients to encourage them to only specify CEPA Certified® companies. This will provide competitive advantage over those companies who do not have the standard. It will also help to avoid government regulation of our sector in which we have had no part: it is a way for us to control our own destiny.

CEPA has developed a self-evaluation tool to help you achieve the standard. It can be used before you start the certification process at no cost, allowing you to see if anything needs to be done before you proceed. To find out more visit [www.cepa-europe.org](http://www.cepa-europe.org)

By achieving CEPA Certified® status you will quickly receive a significant return on investment, and be helping to promote the professionalism of our sector to clients.



## DO YOU BUY PEST MANAGEMENT SERVICES?

Find out how a CEPA Certified® 'Pest Management Professional' company can help reduce your risk and aid compliance with a range of common specifications – visit [www.cepa-europe.org](http://www.cepa-europe.org)

## »»» Your next actions

- Assess your company against the standard for free on the CEPA website, and address any non-conformities – your trade association can help
- Then apply for CEPA Certified® status via an accredited certifying body – for the UK contact BPCA's Dee Ward-Thompson on 07590 712094 or [dee@bpca.org.uk](mailto:dee@bpca.org.uk)
- Once you are certified get your free listing in the CEPA Certified® operator directory.

The CEPA Certified® certification programme will help your company rise above its competitors, getting more business based on service excellence and quality, and CEPA and BPCA are here to help you achieve this standard.

**We look forward to hearing from you.**



[www.cepa-europe.org](http://www.cepa-europe.org)



# What code do you live by?



“I want to be the best, I want my company to be the best, and I want the association to which I belong to be the best.”

My last article, “What is the cost of sales?”, discussed the role of salespeople in our industry and the professionalism required in this important role. This prompted some debate – which it was meant to.

In this issue, I’d like to talk about something that’s been around in the Association for many years: our Codes of Best Practice (COBP).

It’s important that we take a moment to remind ourselves of them, in part because of some recent additions, but mainly because they effectively form part of the terms and conditions of being BPCA Members.

Let’s examine the words to set the scene: ‘code’ is defined as ‘rules and regulations’ or ‘a way of behaving’; while ‘best practice’ is taken to mean the ‘best way to do something.’

When somebody mentions ‘rules and regulations’ to me, my hackles immediately rise – I don’t want to be told how to do something! But, as our industry uses toxic materials, the health and safety angle to some of the codes is important. BPCA has set high standards and needs to maintain them through the actions of its membership.

However, I do like the phrase, ‘the best way to do something’ – yes, I’ll buy into that. I want to be the best, I want my company to be the best, and I want the association to which I belong to be the best.

I’d also like to know what benefit a COBP will have for me and my business (never mind BPCA at the moment) – the

classic ‘what’s in it for me?’ angle is extremely important. The main benefits are that you can gain commercial advantage, and you know that you are following a code approved by your professional association – there’s a great feeling of peace of mind.

BPCA regularly reviews and adds new Codes of Best Practice, so it’s important to keep up to speed with them – certainly if I was going to be held to account then I’d want to be told about a new set of rules, and maybe reminded about them too.

Members are notified of amended or new COBPs through BPCA’s regular ebulletins, at BPCA Regional Training Forums and, of course, through PPC magazine.

It may be a good idea to have a run through the existing codes to refresh your memory – take a moment to measure yourself and your business against them.

## Where do we find these Codes of Best Practice?

They are in the public area of the website so we can show the world what our standards are, and why not? We should be proud of the standards that we set, and by doing this we all become just that little bit more accountable as well – never a bad thing in my book.

## Who writes the COBP?

Effectively it’s YOU who writes the codes – by saying that I mean it is mainly members who raise issues in the first place, these then get discussed at the relevant committee. Once an issue has been discussed there, a COBP is drafted for consultation by the committee members, voted on by them, and then issued.

## Case study

Let’s take the COBP for precautionary insecticidal treatments as an example. I have personally used this code to professionally gain a contract from a competitor, who was doing routine night spray treatments of an office block for biting insects without identifying the insects. We all know that



As of November 2015 BPCA members are required to adhere to the following Codes of Best Practice:

- Air weapons
- Contract/job work
- CRRU Code of Best Practice for Rodent Control
- Leptospirosis
- Live capture
- Mobile storage
- Pesticide waste
- Precautionary insecticide treatments
- Spring trapping
- Storage of pesticides
- Surveying
- Wildlife management



this is incorrect, we all know that the pest needs to be identified (by carrying out a proper survey) before the correct treatment programme can be advised, and we also know that carpet spraying has a limited effective period too.

We won the first site, then fourteen more – all from using one of the COBP in a professional way.

## Summary:

- The codes are on BPCA’s website
- The codes form part of the conditions of membership
- The codes can be used to gain commercial advantage
- BPCA helps you by creating these codes
- You can shape these codes through the relevant BPCA Committee

**Martin Harvey**  
BPCA President  
Managing Director,  
Harvey Environmental Services Ltd

Do you agree with Martin’s views or not? Have your say at [blogalexo.wordpress.com](http://blogalexo.wordpress.com)

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